

# SOP

# PROCESSING ALS AND CLS ESHEETS INTO VISION DATA

DATE: July 14, 2009

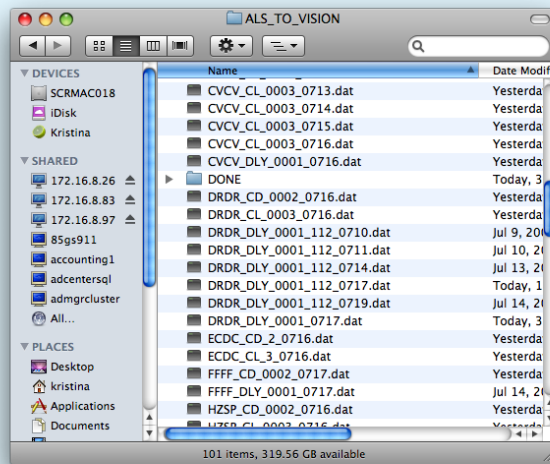
## A Quick Introduction:

Every day, the ALS layout people and CLS pagination people at each site generate a report that lists every ad that was in the paper.

That report is transferred to the Vision Data server via FTP and waits to be processed so that the ESheets functions within Vision Data know what page an ad ran on, and for what date.

This import function also generates a report that will list any "Exceptions" that will need to be reviewed and investigated by the advertising and/or accounting departments.

You can view the files waiting to be processed by connecting to the vd\_layout server share and going to the ALS\_TO\_VISION folder.



All processed files should be moved to the DONE folder.

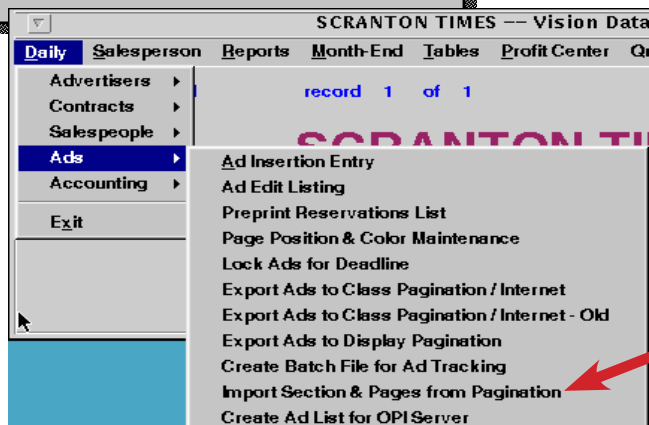
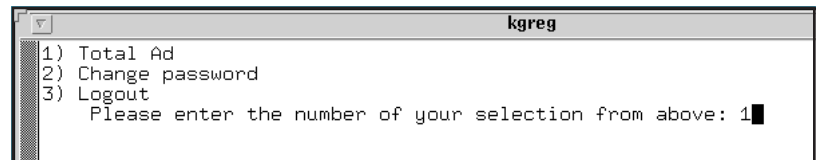
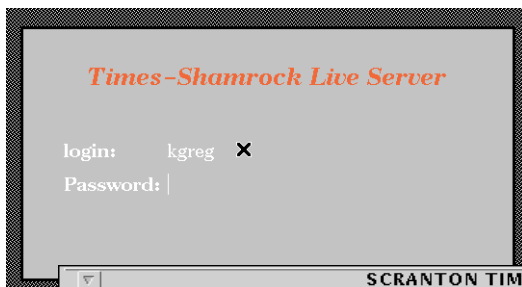
If you do not have access to this server, call the I.T. Dept at x8200

**To process the ESheets files**, first log into Vision Data using your username and password.

Your username and password will be supplied to you.

Don't share your password, everything you do is logged within the Vision Data system.

If Vision Publisher doesn't automatically start up, type a "1" and hit Return.



In the menu, go to:

Daily ->

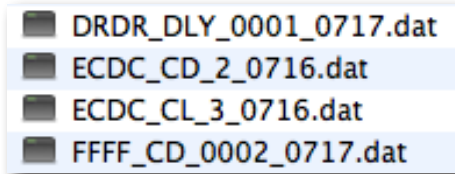
Ads ->

Import Section & Pages from  
Pagination

Depending on what publication , zone and edition you want to run the report for, fill in the information in the fields. *All fields are required.*

Fill the information in as necessary depending upon which publication you wish to import.

**Note:** Notice how the files on the server are named.



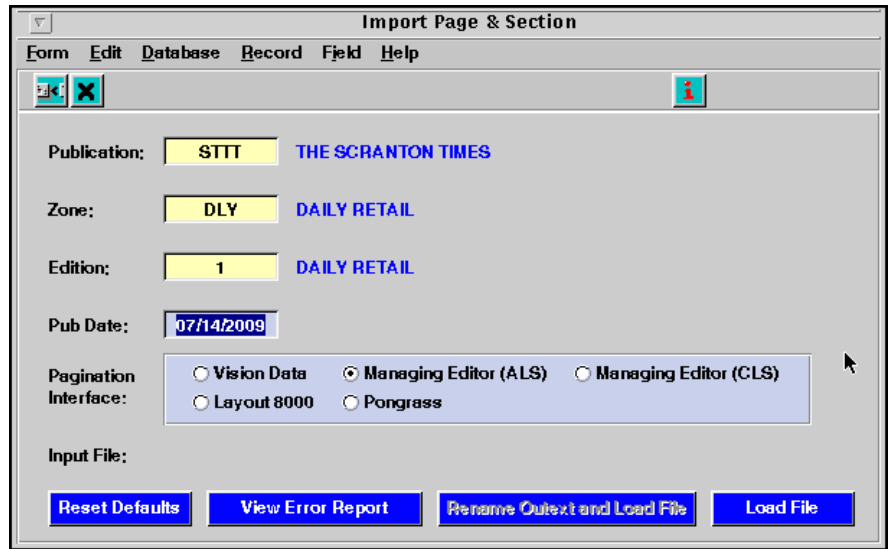
Follow this same convention when filling in the blanks.

It is very important to choose the correct **Pagination Interface**.

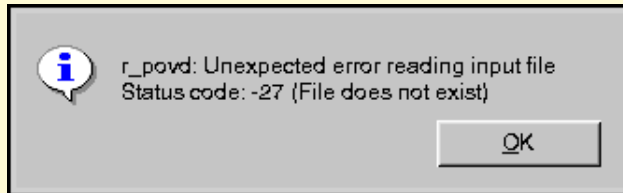
Currently we use **Managing Editor (CLS)** for all Classified Pagination files. This is for the Classified section only.

Everything else should be imported using the **Managing Editor (ALS)** pagination interface.

Click on Load File.

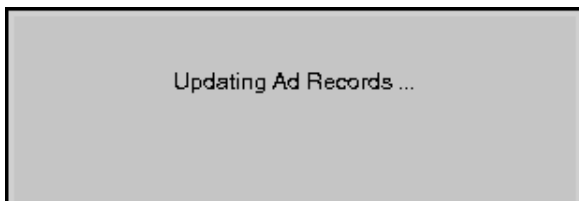


If you see this error:

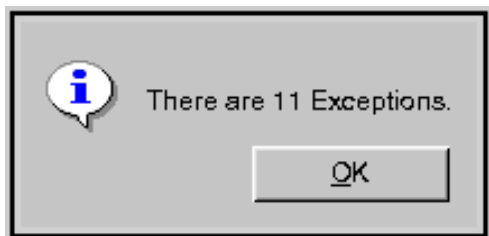


Then the file for the publication you are trying to process does not exist, or is named incorrectly. Contact the corresponding layout/pagination department to re-export the file.

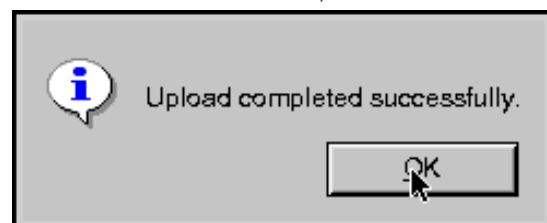
As long as the file is there, you will see this status window,



then this window, if the import encountered any errors,



and finally this window if the file uploaded successfully.



*For Daily Publications (or any pubs) with Classified sections, now load the Classified liners and Displays reports (over)*

The following is an example of how to change your answers for importing the Classified sections (2):

Notice that the **zone** is changed to CL and the **edition** is changed to 3.

Notice that **Managing Editor (CLS)** is chosen under **Pagination Interface**.

Click on Load File.



Because Classified Liners and Classified Display are two separate zones, you will run a separate report for the Classified Display ads.

Change the zone to CD.  
Change the Edition to 2.

Click on Load File.



If you encounter the Exceptions window when importing, click on View Error Report.



You can view the report on screen, or display a PDF of the report by clicking Display PDF. Once this report is generated, a copy is backed up to the vd\_layout server share in the folder called ALS\_TO\_VISION. You can access it there at any time. You can also print it out by clicking Queue Report.

Click Dismiss when you're done viewing the report.

Type	Account #	Advertiser Name	Ad #	Publ	Zone	Run Date	--Ad Entry-- CoLs	Height	---From Pag--- CoLs	Height	Sect	Page
2	6809	DUMMY ORDERS	80003562	STTT	DLY	07/14/2009	4.00	10.00	.00	.00	0	0
2	422697	MAGLIOZZO	2693	STTT	DLY	07/14/2009	2.00	3.00	.00	.00	0	0
2	6809	DUMMY ORDERS	80021488	STTT	DLY	07/14/2009	2.00	5.00	.00	.00	0	0
2	6815	PROMO ADVERTISING	80003847	STTT	DLY	07/14/2009	2.00	5.00	.00	.00	0	0
2	51933	MARQUEE CINEMAS	80003502	STTT	DLY	07/14/2009	1.00	3.00	.00	.00	0	0
2	422697	MAGLIOZZO	1344	STTT	DLY	07/14/2009	1.00	1.00	.00	.00	0	0
2	422697	MAGLIOZZO	1345	STTT	DLY	07/14/2009	1.00	.00	.00	.00	0	0
2	422697	MAGLIOZZO	2596	STTT	DLY	07/14/2009	2.00	5.00	.00	.00	0	0
2	422697	MAGLIOZZO	2599	STTT	DLY	07/14/2009	2.00	5.00	.00	.00	0	0
2	422697	MAGLIOZZO	2617	STTT	DLY	07/14/2009	2.00	2.00	.00	.00	0	0
Total for Type 2      10												

**Remember to move the processed files and the .exp report into the DONE folder on the server.**

## An explanation of the "Exceptions", each error has a type:

**Type 1 Exception** lists ads that were not scheduled to run but were laid out in the paper. This might happen, for example, if an ad rep gets a last minute ad and asks the layout person to manually insert the ad into the layout, but neglects to go back and enter the ad into the system for billing.

Type	Account #	Advertiser Name	Ad #	Publ	Zone	Run Date	--Ad Entry-- Cols Height	---Cols Height	Sect	Page
Type = 2 : These ads are in the database but are missing from Pagination										
2	432507	JAMULA	80018934	STTT	CL	07/15/2009	1.00 228.13	.00 .00	0	0
Total for Type 2		1								

**Type 2 Exception** lists ads that were scheduled to run but DID NOT make the paper. This may have been that they were ordered past deadline, or after the layout/paginator "dumped" the ads from the system, etc. These customers may need a refund or a "make good" day.

Type	Account #	Advertiser Name	Ad #	Publ	Zone	Run Date	--Ad Entry-- Cols Height	---Cols Height	Sect	Page
Type = 2 : These ads are in the database but are missing from Pagination										
2	427766	STRUBECK	80011901	STTT	CL	07/01/2009	1.00 14.17	.00 .00	0	0
2	427766	STRUBECK	80011869	STTT	CL	07/01/2009	3.00 14.17	.00 .00	0	0
Total for Type 2		2								

**Type 3 Exception** lists ads that are a different size than when they were ordered. This is no big deal in the case of classified in-column liners which may change daily. However, it is more important for ROP display ads and Classified display ads because it means the ad was manually changed by the layout/paginator (for any number of reasons) and the customer may be getting over- or undercharged.

Type	Account #	Advertiser Name	Ad #	Publ	Zone	Run Date	--Ad Entry-- Cols Height	---Cols Height	Sect	Page
Type = 3 : These ads have Size Changes from Ad Entry										
3	7059	SCOTT TOWNSHIP BOARD SUPERVISO	80012251	STTT	CL	07/01/2009	1.00 368.05	1.00 115.92	****	4
3	430353	GEIGER	80014224	STTT	CL	07/01/2009	1.00 114.82	1.00 64.08	****	4
3	430487	ENERNOC INC	80015345	STTT	CL	07/01/2009	1.00 548.46	1.00 314.64	****	4
3	15085	BURATTI	80012990	STTT	CL	07/01/2009	1.00 146.75	1.00 139.68	****	4
3	7059	SCOTT TOWNSHIP BOARD SUPERVISO	80012251	STTT	CL	07/01/2009	1.00 368.05	1.00 252.00	****	4
3	430127	REISMAN & DAVIS OFFICES	80012890	STTT	CL	07/01/2009	1.00 32.94	1.00 39.60	****	4
3	16235	NORTHPOINT ASSOCIATES	80012494	STTT	CL	07/01/2009	1.00 138.11	1.00 97.20	****	4
3	430487	ENERNOC INC	80015345	STTT	CL	07/01/2009	1.00 548.46	1.00 234.00	****	4
3	429922	POTIS	80011515	STTT	CL	07/01/2009	1.00 65.59	1.00 33.12	****	5
3	70248	OCNENAS	80013109	STTT	CL	07/01/2009	1.00 46.15	1.00 44.64	****	6
3	196596	MEEKER	80012053	STTT	CL	07/01/2009	1.00 92.23	1.00 85.68	****	7
3	55120	ELLIOT	80008731	STTT	CL	07/01/2009	1.00 131.11	1.00 144.00	****	7
3	95767	NUTAITIS	80007861	STTT	CL	07/01/2009	1.00 80.89	1.00 64.80	****	7
3	50797	POWANDA	80007813	STTT	CL	07/01/2009	1.00 50.29	1.00 43.92	****	7
3	63150	GAUCI	80012616	STTT	CL	07/01/2009	1.00 126.31	1.00 110.16	****	7
3	191307	TUNKHANNOCK AUTO MART	80011064	STTT	CL	07/01/2009	1.00 1389.60	1.00 1402.56	****	7
3	197881	OLDAKOSKI	80012505	STTT	CL	07/01/2009	1.00 138.35	1.00 151.20	****	7
3	87393	MILLER	80011835	STTT	CL	07/01/2009	1.00 58.39	1.00 63.36	****	7
3	21740	PETILLO	80012726	STTT	CL	07/01/2009	1.00 135.97	1.00 141.84	****	8
3	6560	MIKULSKI	80014714	STTT	CL	07/01/2009	1.00 98.23	1.00 96.48	****	8
3	427158	NIDOH	80012239	STTT	CL	07/01/2009	1.00 145.03	1.00 118.80	****	8
Total for Type 3		21								

The last page of the report just lists the Types of errors, how many of each, and the total amount of errors.

Type = 3 : These ads have Size Changes from Ad Entry	
Total for Type 1	0
Total for Type 2	2
Total for Type 3	21
Total Exceptions	23
----- END OF REPORT -----	